

Index of Articles In Bank Marketing

Major articles published in Bank Marketing during 1990, arranged by subject category. Photocopies are available from BMA's Information Center. This index was compiled using BMA's online database FINIS.

ADVERTISING

Does Anyone Out There Notice? Sheldon Weiss (January, p. 42).
Last-Minute CD Promo 'Rocks' Branch's 100th Anniversary. (February, p. 45).
Slipping Newspaper Readership Requires a Second Look. Kevin B. Tynan (March, p. 40-41).
Want to See an Ad Promotion Work Again and Again? Joe Asher (May, p. 45).
First Banks Bets on 'Getaway Sweepstakes' in High Rolling Promo. Mary Colby (June, p. 6-8).
Bold Approach Grabs Interest, CD Dollars for Oregon Thrift. (July, p. 11).
Image Advertising Packs a Marketing Punch in the Rockies. Mary Colby (July, p. 31-35).
Convenience Campaign Generates Account Increases. (August, p. 13-14).
High Profile Fires up Commercial Business. Lawrence P. Loneragan (August, p. 38-43).
New England Beefs Up Basics with Tradition. Mary Colby (September, p. 34-41).
Can the Old Testimonial Ad Work? You Bet! Jeffrey M. Westergren (September, p. 64).
Promoting Performance: It's Time to Shine. Mary M. Bersot, Jon Healy (October, p. 81).
Thrift Makes a Mortgage Point. (November, p. 6).
Latest SeaFirst Offering on ATMs Includes Bus Passes. Joe Asher (November, p. 12).
Will 'Real' Bank Sand Up? That's California Bank's Pitch. (November, p. 13).
He Who Gets the Last Laugh... May Not Buy the Product. Gary Zenker (November, p. 51).
Classic Thoughts Inspire Northern Trust Ads. (December, p. 48).
Three-Year Trust Campaign Stresses Continuity, Nurtures Relationships. (December, p. 50).

ADVERTISING AGENCY SELECTION

Selecting an Ad Agency—A 'Short Course.' Norwood Maddry (June, p. 33-34).
The 'Blue Light Special' Blues. Mary Lynn Stevens (December, p. 45).

BRANCH OFFICES

'Million Dollar' Spot is Right in Your Own Bank. (January, p. 7-8).
Retail Banking: In-Store Branching Fraught with Danger. Kevin B. Tynan (February, p. 18).
Branches and Productivity. Kathleen Hawk (March, p. 20-24).
Branch Retailing—A Team Effort. Kathleen Hawk (April, p. 26-33).
The New Branch. Kathleen Hawk (May, p. 26-30).
Getting It Done: Branch Automation System Makes Sales Efforts Simple and Successful. Thomas G. Bowers (September, p. 62-63).
New Merchandising Branches 'Puzzle' Illinois Consumers. (November, p. 13).
'The Decision Matrix': Bank Managers' Capital Expenditure Roadmap. George R. Frerichs (November, p. 29).

COMMUNITY RELATIONS

Image Campaign Boosts Town, Not Bank. (March, p. 45).
CRA: Opportunity or Obstacle. Nancy Sheperdson (May, p. 50-52).
'Louisiana Purchase' Makes History Again. Karen Holliday (July, p. 14-15).
Mississippi Banks Support Teen-Initiated Anti-Drinking/Driving Campaign. (September, p. 8,10).
Bankers Trust, NY, Boosts Identity in Rehabbing Ads. (November, p. 7).
Baltimore Bank Signs Up MADD. (November, p. 8).

CORPORATE CULTURE

Service Quality: Whatever Happened to Culture Follow-Through? Jan L. Youtie (February, p. 20-21).
Coaching After the Kickoff. Richard P. Lookatch (March, p. 30-32).
Bank President 'Arrested' for Creating Marketing Culture. Steven B. Barger (April, p. 40-42).
A Conversation With... James D. Robinson, III. Barry I. Deutsch (September, p. 28-32).
All in the Family: Should Acquiring Banks Impose a Corporate Identity? Leslie Chill, Nancy Sheperdson (December, p. 40-41).
Eight Ideas to Stimulate Internal Service. Barbara Sanfilippo (December, p. 26-29).

CUSTOMER RELATIONS

Are You Ready for 'The Big One'? Bruce Copeland (January, p. 30-33).
One-Bank Loyalty Seen as Sharply Reduced in '90s. (February, p. 4,6).
Factors that Attract Small Businesses. Russ Allan Prince, Andra Schutz (February, p. 28-30).
One Good Call Deserves Another. Barbara D. McCaffery (February, p. 40).
Wait a Minute! Peter Gurney (April, p. 37-39).
Bank of Hawaii Gets Good Response from 24-Hour Phone Unit. (May, p. 8-9).
Customer Service is More Than Just Talk. Carla B. Furlong (May, p. 37-39).
The One-On-One Interview: It Can Help Draw Corporate Business. Susan J. Levine, Ellen M. Kelly. (May, p. 40-42).
The One That Got Away. Howard Cohen (June, p. 20-23, 26).
Photo Booth Becomes Handy Service Tool. (September, p. 16).
Telebility: Do We Really Need to Train People to Use the Phone? Richard P. Lookatch (October, p. 82-83).
Added Value Means Quality Service to Trust Customers. Ann White (October, p. 57-60).
Plain Talk: Bridging the Gap Between Borrowers and Bankers. Roger Bel Air (December, p. 34-38).
Sell the Bank First, Then the Products. James Bexley (December, p. 30-32).

EMPLOYEE COMMUNICATIONS

Internal Selling—Conquering Obstacles Within Your Bank. Linda Richardson (January, p. 39).

Sell the Bank First, Then the Products. James Bexley (December, p. 30-32).

EMPLOYEE COMMUNICATIONS

Internal Selling—Conquering Obstacles Within Your Bank. Linda Richardson (January, p. 39).
Mich. Bank Goal: All Feeling Good About 'High Touch.' (March, p. 9-10).
Effective Employee Communications Leads to Higher Profits. Cathy Klepack (September, p. 53-55).

IMAGE

Local Heritage TV 'Equalizes' Competition. (January, p. 45).
Finding Your Bank's 'Seed of Greatness.' Patrick O'Connor (February, p. 15).
MasterCard Tops Brand Name Poll; Citibank Scores. (November, p. 9).

INSURANCE

Selling Insurance, Brokerage: The Future Is Now. Kathleen Hawk (September, p. 42-46).
Stretching the Limits: Non-Traditional Products. Leslie Chill, Nancy Sheperdson (September, p. 60-61).
Can Bankers Sell Insurance? Kathleen Hawk (December, p. 22-24).

LOAN MARKETING

Plain Talk: Bridging the Gap Between Borrowers and Bankers. Roger Bel Air (December, p. 34-38).

MARKETING MANAGEMENT

The Principle of Critical Mass. Jack W. Whittle (February, p. 41-42).
A Conversation with . . . Richard M. Rosenberg. Barry I. Deutsch (April, p. 20-24).
Somewhere Between Failure and Survival: Here's What Determines Where Your Bank Stands Today. James H. Donnelly, Jr. (May, p. 54-55).
A Conversation with . . . Michael Porter. Barry I. Deutsch (May, p. 20-24).
A Conversation with . . . Karen Horn. Barry I. Deutsch (June, p. 14-19).
Motivation for Service, Sales Starts at the Top. Cathy L. Berch (June, p. 23).
A Conversation with . . . John P. LaWare. Barry I. Deutsch. (November, p. 18).

MARKET RESEARCH

Putting Real Pizzazz into CIF Files. Sharon Weissbach (February, p. 31-32).
Focus Group Caveat: The Kill-the-Messenger Syndrome. Thomas L. Greenbaum (February, p. 38).
Matching Product Features with Customer Needs. David W. Dove, Edward L. Bachelder (March, p. 33-36).
Database Marketing: How It's Changing Your Business. Donald C. Mann (August, p. 30-34).
Working Smarter, Not Harder, is Key to New Information Technology. Robert P. Cady (October, p. 40-43).
Money Research: Familiar Challenges in Unique Disguises. Bruce J. Brittain (December, p. 42-43).

MARKET SEGMENTATION

Competing When You're Not Number One. James H. Donnelly, Jr. (February, p. 36-37).
Wake Up the 'Sleeping Giant' in Your Credit Card Files. Bob Soljacich (March, p. 38-39).
From CDs to CDs: Reaching the Teen Market. Jerry Heisler (April, p. 34-35).
Segmentation in the '90s—Who Can Ignore It? Leslie Chill, Nancy Sheperdson (August, p. 48-49).
Profitability: the Fifth 'P' of Marketing. Thomas M. Petro (September, p. 48-52).
Who Are Your Best Customers? Thomas M. Petro (October, p. 48-52).
Corestates New Jersey National Bank Markets to the Affluent by Not Marketing. David L. Hoyer (November, p. 52).

MARKETING

Your New Year's Resolutions. Carla B. Furlong (January, p. 34-38).
If I Were Hiring a Marketing Director. . . Berry L. Leonard (March, p. 16).
Marketing Departments: Who's in Charge Here? Leslie Chill, Nancy Sheperdson, (June, p. 36-38).
Here's How to Rate Your Bank Marketing Efforts. Jack W. Whittle (June, p. 40-42).
ABA Leaders Push Marketing. James Rubenstein (August, p. 35-37).
Price and Product Second to Positioning at American Express. Kevin B. Tynan (September, p. 58-59).
More Up Than Down. Charles B. Landreth (October, p. 65-67).
Southeast Superregionals Go the Mat. Mary Colby (November, p. 40-45).
New Guidelines Help Marketers Comply with Letter, Spirit of Law. (November, p. 56).
A Conversation with . . . Phil Kotler. Barry I. Deutsch (December, p. 14-20).

MARKETING PLANNING

How to Plan the Invisible. Patrick O'Connor (January, p. 18-19).
The CIF and the Market Planning Process. Gerald Karush (May, p. 32-36).
Crossing the Finish Line: A Case Study in Sports Marketing. Daniel Stiel (August, p. 26-29).
Case Study: Sell the Bank First, Then the Products. James B. Bexley (December, p. 30-32).

MEDIA PLANNING

The New Media: Media Options for a New Decade. Kevin B. Tynan (June, p. 27-29).

PRICING

Harris Imposes Big Jump on its Checking Fees. Richard Ringer (April, p. 8-9).
Survey Claims Consumers Favor Check Image Return. (April, p. 11-12).
ATMs: To Fee Or Not To Fee. Leslie Chill, Nancy Sheperdson (July, p. 98-99).

PRODUCT DEVELOPMENT

Buyer Protection: Loss Leader or Gold Mine? Joe Asher (June, p. 30-32).

Technology: Flying Turkeys and All-Night Loans. Kathleen Hawk (June, p. 43-44).
A Conversation with . . . Alex W. 'Pete' Hart. Barry I. Deutsch (August, p. 20-25).

PRODUCT MANAGEMENT

Part-Time Product Managers: A Sensible Approach for the Smaller Bank. Judson A. Spangler (February, p. 22-26).

PUBLIC RELATIONS

Crisis: Getting the Jump on Trouble. Karen Holliday (February, p. 33-35).
How to Overcome the Penguin Syndrome. Patrick O'Connor (March, p. 37).
GulfNet Gambles on Beefed-Up PR as Best Bet to Replace Media Ads. Karen Holliday (April, p. 6).
How to 'Show Off' With Class. Patrick O'Connor (April, p. 44).
Holiday Hospital Bearlift Builds Goodwill, Morale. Joseph A. Newman, Jr. (June, p. 9-11).
No Comment? No Way! Tips for Successful Press Interviews. Deidre Peterson (October, p. 69).

SALES MANAGEMENT

The Road to Success is Paved with Objections. Roger M. Pell (February, p. 16-17).
Coaching After the Kickoff. Richard P. Lookatch (March, p. 30, 32).
To Build Sales, Create a Buying Environment. John R. Graham (May, p. 48-49).
Non-Traditional Product Lines Instill True Sales Culture. Kathleen Hawk. (November, p. 25-27).
Setting the Standard for Sales Performance. (November, p. 53-54).
Technology: Flying Turkeys and All-Night Loans. Kathleen Hawk (June, p. 43-44).
A Conversation with . . . Alex W. 'Pete' Hart. Barry I. Deutsch (August, p. 20-25).

SALES PROMOTIONS

Saturday Hours Become 'Special' at Sec. Pacific. (January, p. 2).
United Jersey Bank Gets Good Feedback on Gift Catalog. (March, p. 7-8).
CoreStates Proves It: Hollywood Hype Sells. Joseph A. Newman, Jr. (April, p. 47-48).
'Midnight Madness' Sale Nets Pennsylvania Bank \$20 Million In One Day (June, p. 11-13).
Party Anyone? Ameritrust Finds Home Promo Scores. (September, p. 16-18).
Bank of Hawaii Wins Four Stars in its VCR Retail Promo. (December, p. 6).

SCHOOL RELATIONS

A 'Good Investment' of a Different Kind. (March, p. 41).
D.C. Bank Using Branch Managers in School Program. (April, p. 10).

Youth Education Package Gets Wholesale Push at Dollar Dry Dock, N.Y. (May, p. 13-14).
School-Bank Linkup in Midatlantic Promo Aids N.J. Education. (December, p. 7).

SENIOR CITIZENS MARKET

Meridian in Pa. Scores Big on Over-50 Club. Marybeth Kelsey (January, p. 4, 6).
Nothing Goofy About This Sun-Disney Ad Promotion. (February, p. 44).
A Close Look at Grandma and Grandpa's Bank Account. Robert Legler (August, p. 58-59).

SERVICE QUALITY

Group Techniques for Improving Service. James P. Brewton (January, p. 26-29).
How Penna Savings Keeps the Focus on Service. Joni S. Naugle (January, 20-22).
About That Promise of Better Service. . . Barry I. Deutsch (January, p. 40-41).
Beyond the Call of Duty—Worthen Shows How. (January, p. 44).
Service Quality: A Wider Definition of Who's a Customer. Kim S. Harris (March, p. 18-19).
NBC Beats Clock with Service Guarantee. (May, p. 46).
Product Enhancement Won't Substitute for Service Quality. J. Douglas Adamson (May, p. 60).
Designing a Customer Satisfaction Measurement Program. Luane Kohnke (July, p. 28-30).
Service Quality: Are We Offending Our Good Customer? Jerry E. Wheat, Eldon Little (July, p. 97).
From Bank Marketing to Services Marketing. Berry L. Leonard (August, p. 56-57).
A Round Table Discussion With . . . BMA's Service Quality Panel. Barry I. Deutsch (October, p. 29-33).
Added Value Means Quality Service to Trust Customers. Ann White (October, p. 57-60).

SMALL BUSINESSES

ABA Agrees . . . Small Business Customers Need the Personal Touch. William B. Provosty (December, p. 39).
Mass. Bank Offers High Tech Checking to Small Businesses. (December, p. 6).

TRUST MARKETING

Added Value Means Quality Service to Trust Customers. Ann White (October, p. 57-60).
Classic Thoughts Inspire Northern Trust Ads. (December, p. 48).
Employee Incentives Bring in Lots of New Business. (December, p. 48).
Extra Service 'Mows Down' Competition. (December, p. 49).
Joint-Venture Trust Banking? It Works on the West Coast. (December, p. 47).
Repositioning the Trust Department: A Way to Increase Bank Growth Potential. Marilyn M. Helms, Paula J. Haynes (December, p. 45).
Three-Year Trust Campaign Stresses Continuity, Nurtures Relationships. (December, p. 50).